

Extension Programme Planning

Extension programme planning

Extension programme planning is a social action, decision making, interactional process in which advanced thinking is needed for identifying the needs, interests and resources of the people through educational means to prepare blueprint for action. Some of the definitions of extension programme planning are given below-

► Program planning is a process through which representatives of the people are intensively involved with extension personnel and other professional people in four activities (Boyle, 1965).

- a) Studying facts and trends.
- b) Identifying problems and opportunities based on these facts and trends.
- c) Making decision about problems and opportunities that should be given priority.
- d) Establishing objectives or recommendation for future economic and social development of a community through educational programs.

► Extension programme planning is the process of determining, developing and executing programs. It is continuous process whereby farm people with the guidance and leadership of extension personnel attempt to determine analysis and solve local problems. In this there are three characteristics:

- a) What needs to be done.
- b) When it should be done.
- c) How it should be done (Musgraw, 1962).

Principles of extension program planning

A principle is a statement of policy to guide decision and action in a consistent manner (Mathews). Principle is a universal truth that has been observed and found to be true under varying conditions and circumstances. A principle is a fundamental truth and a settled rule of action.

Extension programme have the definite purpose of improving rural life through individual group and community action. Extension programme planning has certain principles which hold irrespective of the nature cliental and the Enterprises they may pursuing.

1. *Extension programme planning should be based on an analysis of the past experiences, present situation and future needs.*

For program determination, adequate information about the people and their situation has to be collected. The present situation is to be analysed and interpreted on the basis of past experiences by taking local people into confidence. This shall help in arriving at the future needs.

2. Extension programme should have clear and significant objectives which could satisfy important needs of the people.

The ultimate objectives of program building are to satisfy the needs of the people. For this purpose, significant objectives pertaining to important needs of the people should be selected and clearly stated. The emphasis shall be on what is attainable rather than on what is ideal; also one should not lose sight of the later.

3. Extension programs should be fixed up priority on the basis of available resources and time.

The rural people particularly in the developing countries have a multitude of problem. All problems cannot be taken up at a time for solution because of the limitation of trained personnel, availability of funds, facilities and other resources. Time is also a limiting factor as both the people and the funding agencies cannot wait for an indefinite period of time to get the result. Considering all these parameters, it is essential to fix up priorities in the program.

4. Extension programs should clearly indicate the availability and utilisation of resources.

An extension programme should clearly state where from the funds, facilities, supplies and the needed personnel shall be available and how these shall be utilised. This shall make the program practical and workable.

5. Extension programs should have a General agreement at various levels.

Programs prepared at the various levels such as village, district, state and National levels should conform to each other and shall not work at cross purposes. Similarly the extension programme of a particular department should not be conflict (দ্বন্দ্ব) or contradiction (অসঙ্গতি) with the extension programme of another department.

6. Extension programs should involve people at the local level.

Extension programs are implemented at the local level. Local people should therefore be involved all through from program formulation to programme implementation.

7. Extension programs should involve relevant Institutions and Organisation.

Extension programs cannot be implemented in isolation. It requires the support of many Institution and Organisation. The program should broadly indicate the Institutions and organisations to be involved and how they shall contribute in attaining the program objectives.

8. Extension programs should have definite plan of work.

The plan of work maybe separately drawn up or Incorporated in the program. The program should at least broadly indicate how it will be executed (নিষ্পন্ন বা উদ্যাপিত). Unless the plan of work is drawn up the program remains a theoretical exercise.

9. Extension programs should provide for evaluation of results and reconsideration of the program.

Extension programme is not a static outline of activities. The program should make provision for

periodical monitoring and evaluation of result to judge its progress. On the basis of the findings of evaluation, the program should be suitably modified to facilitate its reaching the objectives within the stipulated period of time.

10. *Extension programs should provide equal distribution of benefits amongst the members of the community.*

It has been found that in a community, generally the resources rich person benefit more in comparison to the resources poor from the implementation of extension programs. As this may generate social disparity and social tensions. The planning of extension programs should give adequate emphasis on the weaker section of the community.

Importance of extension programme planning

The importance of extension programme planning are given below-

1. Programme planning makes complex work to simple.
2. Planning makes the program decent (উপযুক্ত) and effective.
3. Development of village and people needs are dependent on effective planning.
4. It helps to follow the right course of action.
5. It is also effective in solving problem.
6. It helps in growth and expansion of business.
7. It ensures careful consideration of what is to be done and why.
8. It establishes objectives towards which progress can be measured and evaluated.
9. It develops common understanding about the means and ends between various functionaries and organisations.
10. It helps to develop leadership.
11. It avoids waste of time and money and promote efficiency.
12. It Justifies expenditure and ensure flow of funds.
13. It helps to have available in written form a statement for public use.
14. To give continuity during changes of personnel.
15. To coordinates the efforts of the different people working for rural development.
16. To have a means of choosing the important from the incidental problems and the permanent from the temporary changes.

Characteristics of good program

A good program should have the following characteristics-

1. The written program should be suitable for use by the staff, planning groups and other individuals or groups concerned with the program.
2. It should state the primary facts that clearly reveal (প্রকাশ করা) the situation on major subjects or problem areas.
3. It should clearly state that the important problems or needs identified by the staff and the people in the programming process.
4. It should state both long term and short term objectives for each major subject and problem that is to be focused on in program execution over a period of time.
5. It should state the objectives of the program clearly and meaningfully.
6. It should specify the subject matter related to each objectives that is highly significant to people socially and economically.
7. It should include the summary of the long-term program prepared in a form suitable for Public Distribution.
8. It should be made available in a summary form to all members of the Planning groups and professional staff.
9. It should be circulated by appropriate means so that the general public can understand its nature and objectives.
10. It should be used as a basis for developing an annual plan of work.

Types of program planning

A. According to **duration**-

- ✓ Short term plan.
- ✓ Medium term plan.
- ✓ Long Term plan.

B. According to **extent of participation**-

- ✓ No participation.
- ✓ Restricted participation.
- ✓ Liberal participation.

C. According to **leadership approach**-

- ✓ Democratic approach.

✓ Autocratic approach.

✓ Laissez faire (অবাধ নীতি).

D. According to **the place of planning-**

✓ Centralised planning.

✓ Decentralized planning.

✓ Grass-root planning.

E. According to **development approach-**

✓ Isolated planning.

✓ Integrated planning (crop, livestock, fisheries food and nutrition).

✓ Comprehensive planning (most advanced planning or total planning).

Steps of extension programme planning

The principles of extension programme planning indicate earlier shall help us to develop the logical steps in program planning process. There are 8 steps which form a continuous cycle of program determination and programme implementation in extension. The steps are discussed with examples.

1. Collection of facts: It is the starting point of program planning process. Pertinent (প্রাসঙ্গিক) data may be collected from the available records and by survey of the area. Information relating to the people their Enterprises, levels of Technology, facilities and constraints values etc relevant to program building maybe collected. Information also be collected from other organisations in the area.

The program planning process is explain with an example. There is a village where farmers are poor and something is to be done to improve the condition. We conduct a survey of the village and collect information on the number of farm facilities, their occupations, land use pattern, utilisation of water resources, facilities for marketing availability of inputs and credit, their attitude towards various Enterprise, the strength of extension services in the area etc. We also collect relevant information from other organisations.

2. Analysis of situation: The data and information collected are then analysed in an unbiased (নিরপেক্ষ) way, keeping in view the feeling expressed by the client system. This shall help in understanding the situation in its proper perspective (পরিপ্রেক্ষিত).

3. Identification of problems: A correct analysis and interpretation (ব্যাখ্যা) of the data shall help in correctly identifying problems. There may be many problems but only the urgent and significant ones which may be solved with the available resources and within limits of time should be selected. Selection of a large number of problems which cannot be properly managed may lead to a failure of the program and generate frustration among the people.

In the present example, after analysis of the data and relevant information with the local people three most important problems are identified which need immediate solution. These are, for example; low levels of income employment and nutrition in the farm families.

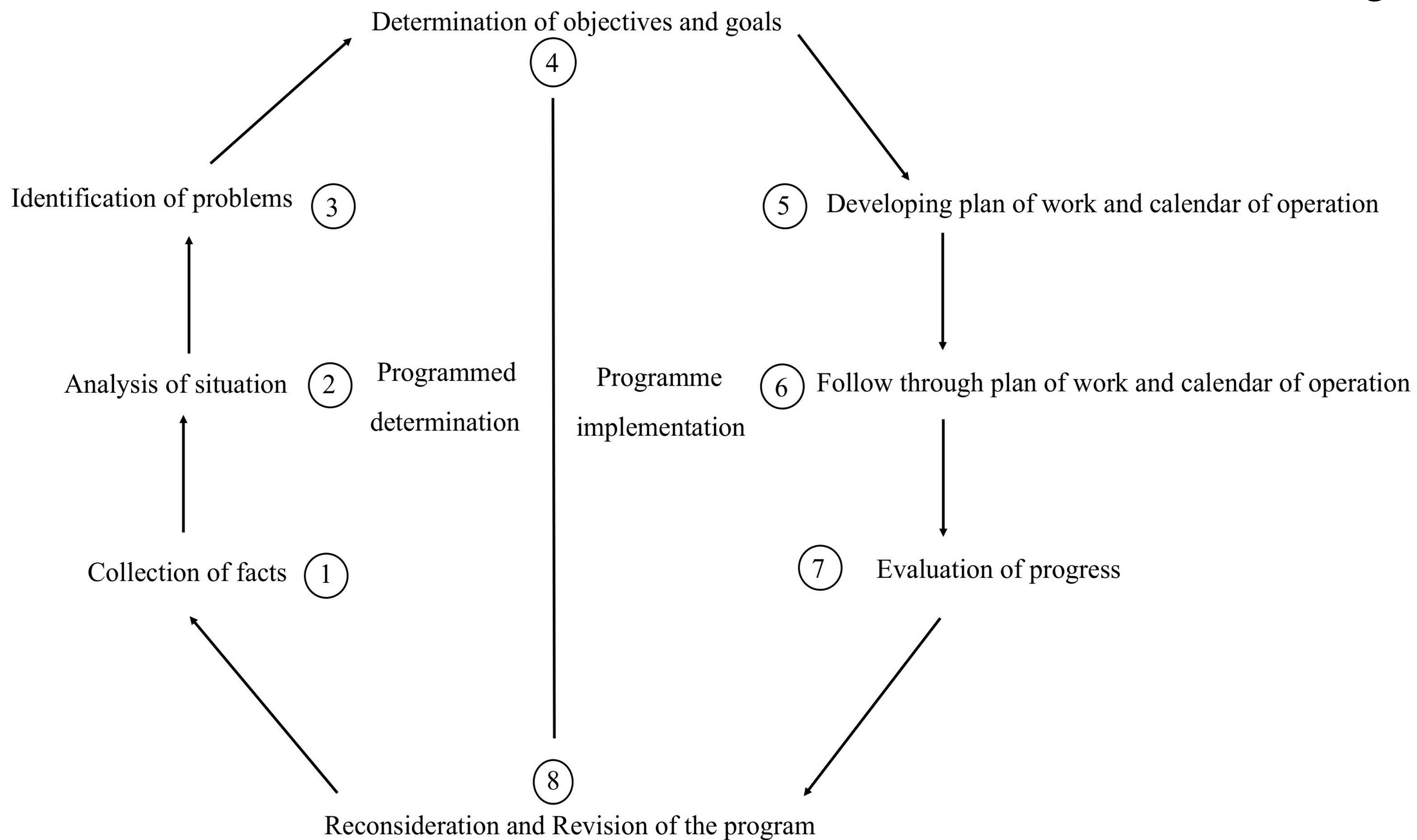


Fig: Steps in Extension programme planning

4. Determination of objectives and goals: The objectives are then set forth on the basis of the significant needs identified. The objectives should be direct and stated in the clear terms. In the present examples, the objectives then become to increase levels of income, employment and nutrition of the farm families in the village.

To make the objectives realistic and actionable, there is need to state them in terms of specific goals. In the determination of goals it may be necessary to again go through the data and information analyzed to find out what could actually be done in the existing situation with the available resources and time which will be compatible and with which the shall people cooperate. It is necessary to discuss with the local people and institution which shall also legitimize the program planning process.

5. Developing plan of work and calendar of operation: The plan of work should be in written form and shall indicate who shall do what job. i.e. what the change agent system and thus line system shall do which institutions, organisation, Service Department shall be involved what will be the financial requirement and how it shall be met; what arrangements shall be made for marketing of the produce, training of the farmers and so on. The plan should have all the essential details and no important should be left out.

The calendar of operation shall be prepared on the basis of the plan of work and shall is specified when a particular work shall be done preferably mentioning data and time; how much quantity of different inputs including credit shall be required and when these must be made available when where and for how many days the farmers and farm women shall be trained. Who are the specialist to be involved in training and preparing the handouts when the publication shall be ready for distribution etc. that is the calendar of operation shall specifically state how and when all the significance activities shall be performed. This should be at least for one season or for a period of one year. In that

case, they may be termed as seasonal plan or annual plan.

6. Follow through plan of work and calendar of operation: This is not a routine of work as many people may think. Training of participants, communication of information, conducting method demonstration, making regular visits and mentioning are some of the important function the extension agent shall perform at this stage. The work shall include solving and unforeseen (অভাবনীয়) problems and taking Cooperative steps where needed. The performance of extension agent and the organisational support received at this stage may make the difference between success or failure of a program. Obtaining feedback information as to what is happening to the farmers after introduction of new technology is extremely important at this stage.

7. Evaluation of progress: Evaluation is the process of determining the extent to which we have been able to attain our objectives. All programs must have an inbuilt system of evaluation to know how well the work is done. It should be a continuous process not only to the measure the end result but also to ensure what all the steps are correctly followed. Evaluation maybe formal and informal depending on the importance of the program and also on the availability to trained manpower, funds, facilities and time. Program evaluation involves the following three essential steps-

- Setting up of some standards or criteria in relation to the objectives.
- Collection of information.
- Making judgement and drawing some unbiased and valid conclusion.

8. Reconsideration and revision of the program: On the basis the result of evaluation, the program should be reconsideration and revised if needed. This reconsideration should be done not only with the participants but also with the scientist, administrators in extension organisation and local bodies. Reconsideration shall help in making necessary corrections and modifications in the program.

Plan of work

Plan of work refers to a broad outline of activities to be done at each step of the program planning, Extension and evaluation phases. It broadly indicates what activities to be done by whom, when and where. A plan of work usually prepared for one year.

A.H. Maunder terms it is as, "a listening of activities by which the objectives already decided upon shall be achieved".

Kelsey and Hearne have defined the plan of work as, an outline procedure so arranged as to enable efficient execution of the entire program. It is the answer to what, where, when and how the job will be done.

Calendar of work

Calendar of work is prepared on the basis of the plan of work. It is the fragmentation (টুকরো টুকরো করা) of the annual plan of work according to one or two or a few major activities listed in the plan of work. It contains a chronological (সময়ানুক্রমিক), detailed and specific description of what works to be done is

each of the activities enlisted in the plan of work by whom at particular time, place and how. A calendar of work is prepared to describe the practical ways of conducting the activities enlisted the plan of work. Usually a calendar of work is prepared for 3 months but may even be prepared for a week, a month or a season.

Elements of plan of work

The extension plan of work is structured into two basic parts; one is the educational activities to be undertaken with a specific cliental group. The path is composed of series of teaching plans. Each teaching plan is designed to accomplish a specific educational objectives. The second part is organisations. It refers to those activities necessary to a successful educational program that will be conducted during the year.

A well developed plan of work will focus on the important educational objectives that are to be reached.

For is teaching plan that is developed the specific parts that should be included are:

1. **Educational objectives:** who is to be reached? i.e. audience. What subject matter is to be used? i.e. subject matter. What behavioral change is expected? i.e. behavioural change in the knowledge, skills, attitude and goals.
2. **Educational task:** For the subject matter content of each objective, there are specific task that must be identified in the plan.
3. Clientele to be reached must be identified the plan.
4. Methods to be used.
5. Location of teaching.
6. Calendar of teaching objectives.
7. The teacher.
8. Evaluation.

Difference between plan of work and calendar of work

Plan of work	Calendar of work
1. Plan of work refers to abroad outline of activities to be done at each step of the program planning, execution and evaluation phases.	1. Calendar of work is the fragmentation of the annual plan of work.
2. It is not the part of the calendar of work.	2. It is the part of plan of work.
3. Usually a plan of work prepared for a year.	3. Usually a calendar of work is prepared for 3 months.